

City of Sunnyvale Zero Waste Study Issue



Study Issue Process

- Items proposed for future study that have been generated by Council, Boards and Commissions or staff
- Process allows City Council to set priorities for the coming calendar year
- Council ranked the Zero Waste study issue #4 for the Public Works Department in 2008

Zero Waste Work Plan

- **Apr. 30** - Community discussion session to engage residents and businesses around Zero Waste options that would best fit the Sunnyvale community
- **May - July** - Staff will develop draft Report to Council including policy options, potential next steps and associated cost estimates
- **Aug./Sept.** - Additional community discussion session (as needed)
- **Oct./Nov.** - Revisions to Report to Council
- **Nov. 18** - Council study session to review and discuss options
- **Dec. 9** - Staff presents Zero Waste Report at City Council meeting

What is Zero Waste?

- Zero Waste is a goal that requires the designing and managing of products and processes to reduce the volume and toxicity of waste and materials and to conserve and recover all resources.

Key Elements of Zero Waste

- Knowing what's in the waste stream and redesigning processes to eliminate waste
- Adopting Zero Waste goals and planning for them
- Holding producers responsible
- Ending subsidies for wasting
- Building infrastructure beyond recycling
- Creating jobs and sustainable communities

Current Supporting Policies and Programs

• Policies

- Environmental Procurement Policy
- Solid Waste Sub-element
 - 50% diversion rate goal
 - Provide and promote source reduction programs
 - Provide and promote recycling programs
 - Advocate for legislation on recycled-content products
- Cost of Service refuse collection rates

• Programs

- Curbside residential and school recycling
- Composting program
- Commercial cardboard recycling
- Hazardous waste drop-off program
- SMaRT Recycling Center
- SMaRT Station Materials Recovery

Starting to Think about Zero Waste

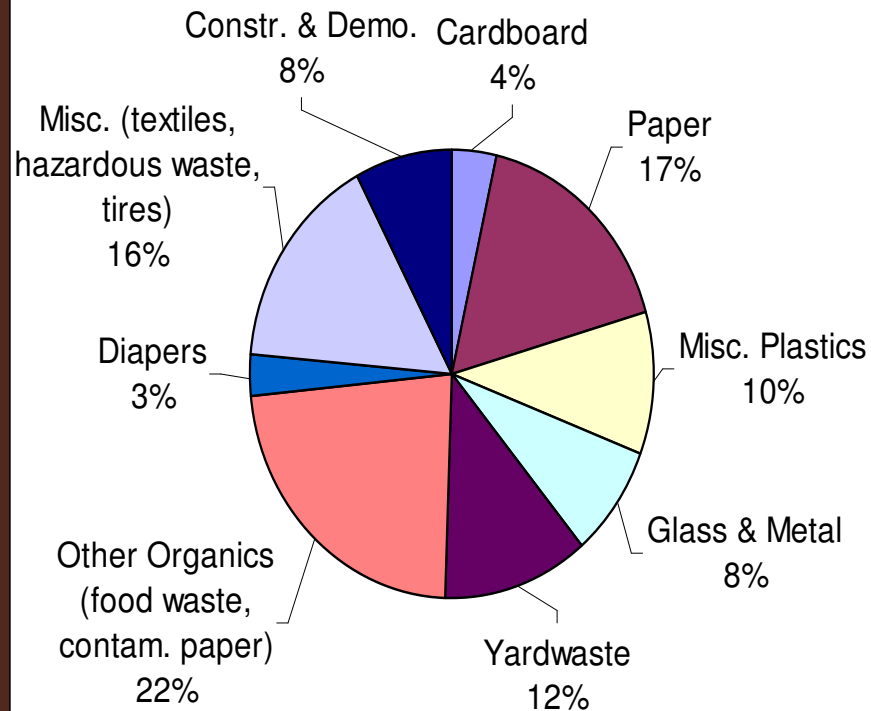


- Beyond recycling
- Broaden thinking to “front-end” solutions and a holistic approach

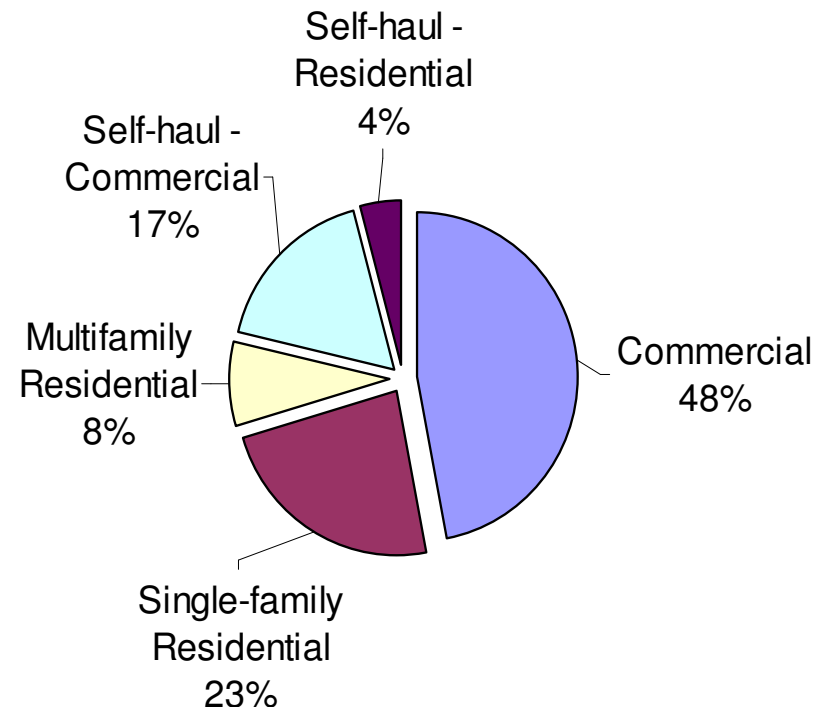


Sunnyvale's Waste Stream

Waste Stream by Material Type*



Waste Stream by Sector**



* Based on total incoming municipal solid waste per 2005 waste audit.

** Based on 2004 Statewide Waste Characterization Study.

Examples of Zero Waste Policy Options

- Adopt current 63% diversion rate as a goal
- Adopt a 75% diversion rate goal
- Adopt a 90% (“zero waste”) diversion rate goal
- Advocate for legislation supporting the zero waste concept
- Seek partnerships to achieve city and regional goal(s)
- Implement product bans
- Mandate financial disincentives for waste generation
- End subsidies for waste
- Encourage manufacturers to redesign products so that they can be repaired/recycled/generate less waste, etc.

Examples of Zero Waste Program Options

- Lobby legislators to implement laws, policies and regulations that promote Zero Waste
- Promote voluntary take-back programs
- Require take-back programs
- Require residential and/or business participation in recycling
- Initiate a Zero Waste Task Force made up of community members to develop and discuss zero waste options for Sunnyvale and the region
- Expand materials accepted at the SMaRT Recycling Center
- Implement reuse opportunities at the SMaRT Station or other location(s)
- Initiate/expand waste reduction and/or recycling programs
- Use conversion technologies to process waste that would normally go to the landfill

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